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MERIT

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Dear PM Sales Forces:

Your hard work has paid off. It's moving cartons and packs. And share numbers are up! We thank you for it. Keep it up, and we're all on our way to a great year.

And right now, we've got three exciting new programs that will heat up Merit sales even more in June.

1. A retail key chain promotion that will lock up volume in pack and carton outlets.
2. A targeted direct mailing will reward 1.8 million smokers with continuity items and coupons.
3. An FSI featuring a \$1.00 coupon will drop in newspapers across the country.

These programs are sure to make 1994 exceptional for sales. Of course, we're counting on you to make it all work. And if the past is any indication, we know you'll do it again.

Yours,

Norma Suiter
Norma Suiter
MERIT

